

## E - V I E W

WINTER 2010



A periodic review of  
business development  
in Mountain View

## NEW DOWNTOWN BUSINESSES

Several new retailers have opened in downtown Mountain View. **Little Stompers**, a children's boutique selling independent clothing brands and eco-friendly toys and baby products, is now open at 257 Castro Street. **Thaiphoon**, a restaurant serving Thai and Pan-Asian cuisine is now open at 185 Castro Street and **Pho Garden**, a Vietnamese Noodle restaurant based out of San Francisco, has opened a Mountain View location at 246 Castro Street.

For a full list of the restaurants and retailers located in downtown Mountain View, visit [www.mountainviewdowntown.com](http://www.mountainviewdowntown.com).

If restaurants or retailers are interested in opening a business in downtown Mountain View, visit [www.mountainview.gov/community-development/economic-dev/default.asp](http://www.mountainview.gov/community-development/economic-dev/default.asp) for more information.



Little Stompers



Thaiphoon

## GOOGLE FIBER FOR COMMUNITIES

The City will be submitting an application to participate in the project because high speed internet connection is essential for the continued growth of our community and businesses located here in Mountain View. Please support the City by **nominating Mountain View** for the fiber project.

Visit [www.google.com/appserve/fiberrfi/public/options](http://www.google.com/appserve/fiberrfi/public/options) to nominate Mountain View.



## START-UP SPOTLIGHT

Mountain View is the hot spot for start-ups. Outside of San Francisco, start-ups are finding Mountain View a great place to start their company. The following is a brief profile on an up and coming Mountain View start-up:

**Anybots**, headquartered in Mountain View, California and founded in 2001 to develop robot telepresence solutions. The Anybots telepresence robot (image of robot to the left) provides people with the ability to be in two places at once. The robot allows people to interact with others in a remote location from the ease of a home or office. The company has also developed robots with human like movements that walks and balances like humans. Anybots is a privately held company.

For more information about Anybots, visit [www.anybots.com](http://www.anybots.com).

For available commercial property throughout Mountain View– visit [www.mountainview.gov](http://www.mountainview.gov) for more information.



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## IMPORTANT LINKS

### City of Mountain View—Economic Development

[www.mountainview.gov/city\\_hall/community\\_development/economic\\_dev/default.asp](http://www.mountainview.gov/city_hall/community_development/economic_dev/default.asp)

### Starting a Business

[www.mountainview.gov/city\\_hall/community\\_development/economic\\_dev/starting\\_a\\_business.asp](http://www.mountainview.gov/city_hall/community_development/economic_dev/starting_a_business.asp)

### Chamber of Commerce

[www.chambermv.org](http://www.chambermv.org)

### Central Business Association

[www.mountainviewdowntown.com](http://www.mountainviewdowntown.com)

### NOVA—Workforce Development

[www.novaworks.org](http://www.novaworks.org)

### Entrepreneur Center

[www.ecenteronline.org](http://www.ecenteronline.org)

To subscribe/unsubscribe to this e-newsletter, send an email to [econ.dev@mountainview.gov](mailto:econ.dev@mountainview.gov) or contact us at (650) 903-6397.

To ensure that you continue receiving our emails, please add [econ.dev@mountainview.gov](mailto:econ.dev@mountainview.gov) to your address book.

## BUSINESS SUPPORT



- **Permit Assistance:** Coordinating a knowledgeable team of City staff to facilitate businesses through the permitting process - both planning and building permits.
- **One Stop Information Resource:** Knowing who to call for information at the City and provide demographics, trade information, and real estate information including sites, brokers, property history, etc.
- **Business Liaison:** Connecting businesses to the City's decision makers. Businesses interested in locating or expanding their services in Mountain View should contact the Economic Development Division. The division will meet with businesses to better understand their needs and concerns.

## FEDERAL STIMULUS FOR MOUNTAIN VIEW

The City estimates it will receive \$1.87 million in stimulus funding from the Federal Government this year. The monies will be distributed through a variety of funding programs, including:

- \$183,900 in Community Development Block Grant funds used for existing projects.
- \$851,000 in Highway Infrastructure funds used for road resurfacing.
- \$719,000 in Energy Efficiency and Conservation Block Grant Funding funds for energy audits and new energy-saving equipment.

The City is continuing to monitor additional stimulus funding opportunities. For more information, contact Kimberly Thomas in the City Managers Office at (650) 903-6210.



An example of energy efficiency: LED Streetlight.

Congratulations to **NASA/Ames Research Center** for celebrating their 70th Anniversary. In December 2009, the Central Business Association and several downtown businesses participated in the celebration by displaying NASA exhibits in their store fronts .



## GENERAL PLAN UPDATE

The City's General Plan update steps continued through the last half of 2009. Additional neighborhood meetings, which included Mountain View residents, stakeholders and the business community, were held to gather input on how Mountain View can develop in the years to come.

Input from these meetings is being used to help create options and goals for future land use decisions. The City Council and the City's General Plan Project Advisory Committee will continue to guide this update process in 2010, and additional meetings will be scheduled to discuss where and how the City can change in the future. Additional input from the business community is welcome and appreciated.

For further information, please visit the project website at [www.mountainview2030.com](http://www.mountainview2030.com), or contact the Community Development Department at (650) 903-6306.

## GOING GREEN BROWN BAG WORKSHOP

The Cities of Mountain View and Sunnyvale are co-hosting the workshop on April 7 from 12:00—1:30 pm. The workshop will give businesses tips on how to implement green practices. Heidi Sanborn, California Product Stewardship Council, will talk about extended producer responsibility and how to reduce public costs and promote environmental sustainability. Additional speakers from certified green Mountain View and Sunnyvale businesses will also speak.

Hosted by: Juniper Networks—1220 N. Mathilda Avenue, Building 3, Sunnyvale, CA. RSVP: Call (408) 730-7484 or email [mlindemuth@ci.sunnyvale.ca.us](mailto:mlindemuth@ci.sunnyvale.ca.us)



## VENTURE CAPITAL INVESTMENT—Q3 2009

Venture Capital (VC) funding is an indicator of the job growth, health and productivity of the local economy. The following summary provides insight into the economic growth experienced by Mountain View in comparison to Silicon Valley as a region, and to the nation as a whole.

Seventeen Mountain View companies received 5.8% or \$129 million of the total Silicon Valley share in 3rd Quarter 2009. Funding is down 50% compared to 3rd Quarter 2008 and down 36% compared to 3rd Quarter 2005. However, Silicon Valley continues to pull in 46% of all venture capital funding in the nation.

Following is a list of the top five firms from Mountain View to receive venture capital funding during the 3rd Quarter of 2009.

<u>Company</u>	<u>Amount</u>	<u>Industry Group</u>
Complete Genomics	\$45m	Biotech
Mint Software	\$14m	Consumer Goods/Services
SolFocus	\$10m	Energy
Pelican Imaging-1	\$7m	Consumer Goods/Services
Moximed	\$6m	Biotech

**El Camino Hospital** opened its new, state of the art hospital building in November 2009. The building features the latest imaging, surgical and lab technology and received an award from Popular Science as one of the top 100 innovations in 2009.



## MOUNTAIN VIEW — A SOLAR CHAMPION

A report by Environment California entitled “California Solar Cities” was released. In that report cities in California were rated on the number of solar rooftops they have in their city and by how much clean renewable energy those installations are producing.

Out of approximately 480 cities in California, Mountain View came in 24th for solar installations and 29th on total energy generated from its solar arrays. As a result, Mountain View was given a “2009 Solar Champion” award by Environment California for its 300 solar rooftops and 3,144 kilowatts of clean, renewable solar power.

The full report can be found at [www.environmentcalifornia.org](http://www.environmentcalifornia.org).

## 2010 CENSUS

The City of Mountain View needs you to take 10 minutes to fill out your 2010 Census forms that you will begin receiving in February/March 2010 and mail it back by April 1, 2010. The short, 10-question form will help determine how more than \$400 billion per year in Federal funding is distributed to tribal, state, and local governments. Census data help shape the future of Mountain View. The data help determine which schools receive funding for improvements, where new hospitals and roads will be built and helps determine where retail should be located.

For more information, visit [www.mountainview.gov](http://www.mountainview.gov).



**2010 CENSUS**  
**IT'S IN OUR HANDS**